

Rep Order# 6812543 Ver# 5 Mod# 2 Status Confirmed

Traffic Order# 763736

Printed: 05/23/2012 10:09 AM

1 of 2

Last Received: 05/23/2012 9:13 AM

Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH.
Advertiser () RESTORE OUR FUTURE
Product RESTORE OUR FUTURE
Estimate# 760
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //760
Flight Dates 05/10/2012 - 05/16/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: RESTORE OUR FUTURE, INC. SC-

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-----------|---------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TH | 10P-11P | | :30 | \$175.00 | 05/10-05/10 | 1 | 1 | 1 | \$175.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 2 | SA | 11P-1130P | | :30 | \$175.00 | 05/12-05/12 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | | | | CXL SPOT MSD DUE NASCAR OVERRUN | | | | | | | | |
| | 3 | TH | 8P-9P | | :30 | \$1,250.00 | 05/10-05/10 | 1 | 1 | 1 | \$1,250.00 | |
| | | | | Buyline Comment: AMERICAN IDOL | | | | | | | | |
| | 4 | F | 9P-10P | | :30 | \$175.00 | 05/11-05/11 | 1 | 1 | 1 | \$175.00 | |
| | | | | Buyline Comment: FRINGE | | | | | | | | |
| | 5 | M-W | 10P-11P | | :30 | \$175.00 | 05/14-05/16 | 3 | 1 | 3 | \$525.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 6 | M | 8P-10P | | :30 | \$400.00 | 05/14-05/14 | 1 | 1 | 1 | \$400.00 | |
| | | | | Buyline Comment: HOUSE | | | | | | | | |
| | 7 | W | 8P-10P | | :30 | \$1,250.00 | 05/16-05/16 | 1 | 1 | 1 | \$1,250.00 | |
| | | | | Buyline Comment: AMERICAN IDOL | | | | | | | | |
| | 8 | W | 10P-11P | | :30 | \$175.00 | 05/16-05/16 | 1 | 1 | 1 | \$175.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | | | | MKGD FROM LN 2 | | | | | | | | |

---REPORT TOTALS---

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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Report Totals: 9 / \$3,950.00

---SALES MONTHLY TOTALS---

May 12: 9 / \$3,950.00

Sales Totals: 9 / \$3,950.00

Station Totals: 9 / \$3,950.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|----------|------|-----|------|----|------|----|------|-----|------|-----|
| Market Totals | \$32,917 | CATV | 0% | WNGT | 0% | WNWO | 1% | WTOL | 48% | WTVG | 33% |
| | | WUPW | 12% | | | | | | | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA 35+

--- CREDIT RISK ---

CASH IN ADVANCE